

Appl. No. 09/818,125  
Amdt. Dated December 21, 2004  
Reply to Office Action of September 21, 2004

Attorney Docket No. 81747.0191  
Customer No.: 26021

### REMARKS

This application has been carefully reviewed in light of the Office Action dated September 21, 2004. Claims 1-23 remain in this application. Claims 1, 16, and 23 are the independent Claims. Claims 1, 16, and 23 have been amended. It is believed that no new matter is involved in the amendments or arguments presented herein. Reconsideration and entrance of the amendment in the application are respectfully requested.

#### Art-Based Rejections

In the Office Action, Claims 1-23 were rejected under 35 USC 102(e) over Yanagisawa et al. (EP 1,035,527 A2), which is assigned to Seiko Epson Corporation with common inventor: Masahiro Minowa. Applicant respectfully traverses the rejections and submits that the claims herein are patentable in light of the clarifying amendments above and the arguments below.

#### The Yanagisawa Reference

Yanagisawa is directed to a system for adding an advertisement publication function to existing POS systems. An advertiser provides advertising information to be printed on receipts of other customers. The advertiser specifies a target group of customers based on certain conditions, such as age, sex, occupation, etc. Only customers satisfying the identified conditions receive, on their receipts, the advertising information from the advertiser. (See, *Yanagisawa*, Col. 5, lines 4-26). Yanagisawa only uses a single server to distribute advertising information from a terminal to a POS device. (See, *Yanagisawa*, Col. 6, lines 46-57).

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**The Claims are Patentable Over the Cited References**

The present application is generally directed to an advertising placement system having a plurality of servers that perform different functions.

As defined by amended independent Claim 1, a network system includes a server system connectable to a client PC via the Internet and to a POS system having a POS terminal device. The POS terminal device includes at least a display device and a printing device. The network system includes a first server that provides a means for storing an application page containing an advertising placement application form, a means for sending the application page containing the application form to the client PC in response to a request from the client PC, and a means for receiving and storing input information containing advertising placement information provided by the client PC in accordance with the application form. The network system includes a central computer that provides a means for distributing specific data in the input information to a POS system in a specified area specified by the client PC. The network system includes a second server that provides a control means for controlling printing the advertising placement information on the POS system receiving the distribution.

The applied references do not disclose or suggest the features of the present invention as defined by amended independent Claim 1. In particular, the applied references do not disclose or suggest, "a central computer providing: (d) means for distributing specific data in the input information to a POS system specified by the client PC," as required by amended independent Claim 1. In addition, the applied references do not disclose or suggest, "a second server providing: (e) control means for controlling printing the advertising placement information on the POS system receiving the distribution," as required by amended independent Claim 1.

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The applied Yanagisawa reference is directed to a system for adding an advertisement publication function to existing POS systems. (*See, Yanagisawa; Col. 1, par. [0001]*). According to Yanagisawa, an advertiser provides advertising information to be printed on receipts of other customers. The advertiser specifies a target group of customers based on certain conditions, such as age, sex, occupation, etc. Only customers satisfying the identified conditions receive, on their receipts, the advertising information from the advertiser. (*See, Yanagisawa; Col. 5, par. [0019]*). As shown in Fig. 1, Yanagisawa only uses a single server to distribute advertising information from a terminal to a POS device.

In contrast, the present invention discloses a network system having a plurality of servers that perform different functions. The means for storing an application page, the means for sending the application page to the client PC, and the means for receiving and storing input information includes a first server, such as an internet server, as disclosed in the specification. The means for distributing to the POS system includes a central computer, as disclosed in the specification, and the control means for controlling printing the advertising placement information on the POS system includes a second server, such as an application/distribution management server, as disclosed in the specification.

In the present application, the internet server stores the application page, and the internet server includes a server engine that sends the application page to the client PC in response to a request from the client PC. (*See, Specification; Page 8, lines 30-32*). The application page presents an application form into which the client PC enters required application information, including customer information, advertiser management information, and advertising placement information. (*See, Specification; Page 8, lines 33-36*). In one aspect, the application page includes a check box enabling selection by the client PC, which enables the client PC to specify

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a target to whom the advertisement placement information is to be presented. (*See, Specification; Page 3, lines 17-20 and lines 33-36*). The internet server engine also receives and stores input information provided by the client PC via the application form. After processing the application page, the central computer distributes specific information in the input information to the POS system specified by the client PC. (*See, Specification; Page 9, lines 30-32*). The total number of copies to be printed is coordinated by the application/distribution management server. (*See, Specification; Page 9, lines 27-30*).

According to one aspect of the present application, subscriber POS systems can be large scale systems, wherein advertisement information can be sent from the network system of the present invention via the internet to the subscriber's stored based central system and then distributed to individual POS systems. It is, therefore, possible to place an advertisement by means of a large number of POS terminal devices through the networks of corporations and/or organizations. *See Specification, page 8, lines 16-20.*

Therefore, since the applied Yanagisawa reference does not disclose or suggest all the features of the present invention as required by amended independent Claim 1, those references cannot be said to anticipate nor render obvious the invention which is the subject matter of that claim. Accordingly, independent Claim 1, as amended, is in condition for allowance and such allowance is respectfully requested.

Similar amendments have been made to independent Claims 16 and 23 as described above with reference to amended independent Claim 1. Accordingly, independent Claims 16 and 23, as amended, are allowable for at least the same reasons as discussed above with reference to amended independent Claim 1.

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The remaining Claims 2-15 and 17-22 depend either directly or indirectly from amended independent Claims 1, 16, and 23 and recite additional features of the invention which are neither disclosed nor fairly suggested by the applied references. Thus, the remaining Claims 2-15 and 17-22 are also believed to be in condition for allowance and such allowance is respectfully requested.

**Conclusion**

In view of the foregoing, it is respectfully submitted that the application is in condition for allowance. Reexamination and reconsideration of the application, as amended, are requested.

If for any reason the Examiner finds the application other than in condition for allowance, the Examiner is requested to call the undersigned attorney at the Los Angeles, California telephone number (213) 337-6809 to discuss the steps necessary for placing the application in condition for allowance.

If there are any fees due in connection with the filing of this response, please charge the fees to our Deposit Account No. 50-1314.

Respectfully submitted,  
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